

# Analysis of The Impact of Destination Digital Tourist Attraction Homestay Accommodation on Visiting Interests to Make Decisions on Visiting Tourists at Mangunan Forest Management Resort

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## ABSTRACT

This study aims to test the Influence of Digital Destination, Tourist Attraction, Homestay Accommodation On Visiting Interests To Make Decisions to Visit Tourists In Mangunan Forest Management Resort Managed by Notowono Cooperative. The research was conducted on 100 respondents, especially tourists visiting the Mangunan Forest Management Resort area. The results of this study showed: 1). Digital Destination Variables have no significant effect on Visiting Interests with a coefficient value of 0.067 (P Value < 0.05) which is 0.506 2). Coefficient 0.061 (P Value < 0.05) is 0.504 3). Homestay Accommodation variable has a significant effect on Visiting Interest with a coefficient value of 0.596 (P Value > 0.05) 0.000 4). The Digital Destination variable has a significant effect on visiting decisions with a coefficient value of 0.263 (P Value > 0.05) of 0.004. 5). Variable Tourist Attraction to Visiting Decision with a coefficient value of 0.082 (P Value < 0.05) is 0.354. 6). Homestay Accommodation variable has a significant effect on the decision to visit with a coefficient value of 0.244 (P Value > 0.05) of 0.041. The Visiting Interest Variable has a significant effect on visiting decisions with a coefficient value of 0.328 (P Value > 0.05) of 0.002

## INTRODUCTION

Pariwisata sector in this millennial era can not be separated in life because it relates to social and economic activities that can be enjoyed to gain new experiences and release saturation from activities. Tourism development can be influenced by the economic sector that can be seen from the purpose of developing the tourism sector that focuses on the category of Community Based Tourism the concept in this sector is expected to bring a sustainable economic impact to the community. The tourism sector is determined to be the leading sector in national development that plays an important role in driving the economy,

creating jobs, business development and infrastructure, tourism in technological advancement provides convenience to determine the accommodation, asksability, and aminitas desired so that tourism in contributing foreign exchange is very large.

Special Region of Yogyakarta which is dubbed as a city of culture and tourism has a variety of interesting tourist destinations ranging from nature, culture, and education with the existence of these destinations the opportunity to innovate development and promotion so as to become a quality destination and able to provide benefits for tourists, the development of tourist destinations require

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the right design and strategy in making the media promotion

effective and able to popularize the destination area so that it will have a positive impact for tourists and the community. Community participation is expected to accelerate the existence of these three excellent programs so that the community economy can improve with the development of businesses made and managed by the community.

Government efforts in increasing tourist visits, the government made three excellent programs so that tourists are expected to get ease, the three programs made are Improved digitization, Development and management of homestays, Ease of connectivity and show attraction. In the east Bantul Area of Mangunan Forest Management Resort managed by the community under the auspices of the Notowono cooperative there are seven operators of areas engaged in tourism, namely Becici Peak, Panguk Kediwung Hill, Mojo Gumelem Hill, Pinus Asri, Pinus Sari, Seribu Batu Songgo Langit, and Pinus Pengger which are regulated in the Governor regulation of Yogyakarta Special Region Number 84 of 2016 concerning Tourism Services in the Mangunan Forest Management Resort Area

In empowering the community through the tourism village, all elements of the community must be involved in it, the purpose of empowerment

community as a movement of the formation of a tourism village kakilangit must synergize between institutions, community leaders, and communities in the region to work together to make it happen. Exploring the potential of human resources, nature, and cultural traditions and all activities in it is a basic capital that is arranged in such a way as a concept of community empowerment in it.

In 2019 the number of domestic and foreign tourists visiting mangunan forest has decreased quite drastically, causing a decrease in the amount of revenue, Some natural attractions that have decreased under the auspices of the cooperative Noto Wono Mangunan are Pinus Pengger Hill, Becici Peak, Lintang Sewu, Asri Mangunan Pine Forest Area, Pinus Sari, Songgo Langit Thousand Stone Nature Tourism, Panguk

Kediwung Hill and existing tourism potential is still not developed especially in terms of facilities that are still not supported. The condition of the facilities are still inadequate so it still prevents tourists to come to tourist attractions. With the condition of decreasing the number of visits and inadequate facilities, the manager brought about innovations such as facility improvement, addition of homestay accommodation, photo spot updates and improvements to the design of uploading photos on social media.

Digital destinations in the Province of Special Region of Yogyakarta that gave rise to digital tourist destinations Sky Market in The Village Tourism Kakilangit, Mangunan, Bantul. Kakilangit Market is a digital tourist destination that has just been developed by Kakilangit Tourism Village accompanied by GenPi (Generasi Pesona Indonesia), Local Government and Ministry of Tourism. The development of Kakilangit Market is one of the breakthrough community empowerment programs that is expected to increase the number of tourist visits. Digital destinations provide information that visits have been domiciled by domestic millennials who love unique places and can try new experiences, so domestic millennial travelers are set to be respondents in this study.

Eight concepts made kakilangit Mangunan tourism village namely Sky Roof, Sense of Sky, Sky Culture, Langit Ilalang, Langit Cerdas, Langit Terjal, Karya Langit, Langit Hijau, the concept of this tourist village got a mandate from Sri Sultan Hamengkubuwono X as a cultured independent village so that in nguri-nguri culture and art in the container of Langit Culture to attract tourists in choosing a visit then gejog Lesung art became a mainstay for Tourist Attractions on the stage of forest school and Kakilangit market so that with the concept that has been made can not be denied that the art of gejog lesung is able to attract tourists who visit. The new strategy is to hold the longer stay of tourists by utilizing the houses of residents around the area to provide lodging accommodation in the form of Homestays with the concept of branding limasan traditional houses.

Community participation is expected to accelerate the development of tourism in the Mangunan area one form of community participation, namely by creating or managing homestays in rural areas to develop entrepreneurial skills, homestay is an accommodation provided by kakilangit mangunan tourism village that aims to provide excellent service and as an educational place for tourists, the creation of homestay accommodation by the community utilizing a residence whose house building uses wood or limasan traditional house so that educational value for tourists can be created. Homestay is one of the tourism businesses managed by the community in tourism destinations, especially in tourist villages. Homestay is a residence that some rooms are rented to tourists as well as the interaction between wistawan and homeowners.

Homestay provides benefits for the community, namely as a forum for participation in developing tourism in the village, providing employment opportunities in an effort to improve the welfare of the community (KEMENPAR, 2017) There are 25 houses that are made homestays in the tourist village kakilangit mangunan consists of 57 rooms with national standard toilets.

### **Digital Destinations**

This digital destination development policy combines the policy of developing tourist destinations packaged through a "up-to-date" digital marketing strategy. The concept of digital destinations is an innovation made by the Ministry of Justice in capturing the changing social situation of tourist travel patterns. Minister of Tourism (Menpar) Arief Yahya, in his presentation at Rakornas 2018 in Bali, termed digital destinations as destinations that are excited in cyberspace, viral on social media, and nehits on instagram (Imam, 2017).

Tourist destinations are places visited with significant time during one's journey compared to other places traveled during the trip such as transit areas (Nugroho, 2018). Based on current market interests, the characteristics of travelers who travel instantly require an internet connection and an application that can make it easier for them when traveling (Hutami & Puriyantika, 2019).

Typical millennial tourists who are "money poor, but time rich" in addition to making millennials have extra time to be in a tourist destination, also make this generation has unique characteristics than other typical, among them (a) millennials will still travel even though the financial condition of the State is not good, even according to UNWTO, millennials tend to travel longer when the financial situation tends to be bad. (b) Millennials tend to allocate their spending directly to local communities and (c) have a tendency to invite others to visit a destination. (Ateljevic, 2020).

### **Tourist Attraction**

In Law of the Republic of Indonesia Number 10. Tahun & Tentang Kepariwisata, (2009). (Kemenpar, 2009) Attractions or tourist attractions are everything that has uniqueness, beauty, and value in the form of diversity of natural wealth, culture, and man-made products that are targeted or the destination of tourist visits. (Ramdani, 2019) "Important elements in the development of natural attractions include several attributes of the individual namely the state of nature, human resources, accommodation facilities and infrastructure to provide convenience for tourists to visit". The development of natural attractions in an area needs to pay attention to the various elements can be seen from the climate conditions, the existence of resources owned, accommodation facilities and infrastructure.

### **Homestay Accomodatin**

(Mertha & Pitanatri, 2018) Homestay with its combined words (homestay) stays in someone's house as a paying guest for a short period of time. Guests are provided accommodation and services by family as well as individually (waiters) in the homestay. Homestays are generally built in rural destinations with efforts to attract tourists who have come to urban areas by offering the atmosphere of rural environment, comfortable accommodation, activities during their stay in the homestay, food that is maintained cleanliness and competitive prices in accordance with the facilities provided.

Homestay offers a unique and interesting experience, with the experience of learning with the environment and social interaction with the community, not infrequently in the activities of tourists in the homestay, the tourists consider the host of the accommodation business owner as their adoptive brother. Comfort and sense of family created in doing tourist activities in the homestay become part of the memories of tourists.

Homestay is one of the tourism businesses managed by the community in tourism destinations, especially in tourist villages. Homestay is a residence that some rooms are rented to tourists as well as the interaction between wistawan and homeowners. Homestay provides benefits for the community, namely as a forum for participation in developing tourism in the village, providing employment opportunities in an effort to improve the welfare of the community (Insani, Syafitri, Ningrum, & Mufid, 2020) (Ningrum et al., 2019).

### **Visiting Interests**

According to (Suhaidi & Nugraha, 2018) assumes that the interest in purchasing in consumers can be equated with the interest of visiting tourists. This can be seen in the same actors, consumers or tourists in deciding to visit have various considerations such as before making a purchase. In the process of choosing, there is one aspect where prospective consumers or tourists can determine what the purpose of the choice is in the consumer or traveler. It is this strong and motivating motivation to choose as an action that is then called interest.

### **Visiting Decisions**

A visit is a decision that a person takes before visiting a place or region taking into account several factors. The concept of visiting decisions is taken from the concept of purchasing decisions on a product, so that in some categories the purchase decision is applied into the visiting decision model (Saputri, Fauzi, & Irawan, 2018).

## **METHOD**

This research is quantitative research. The object of the research used

in this study is the interest of visiting tourists at mangunan Forest Management Resort. The population specified in this study is tourists who have visited tourist destinations managed by the Notowono Mangunan Cooperative. The samples used in this study were millennial visitors who visited tourist destinations. Retrieval techniques

samples used Nonprobability sampling using convenience sampling method, where in selecting samples only using prefrensi researchers (Imron et al., 2020). Variables in this study are Independent Variables, Intervening Variables and Dependent Variables, If the population is unknown, then researchers use the lemeshow formula Arikunto (2010).

## **RESULTS AND DISCUSSIONS**

Based on the gender of 100 visitors in the RPH Mangunan Area as a research sample, it is obtained for visitors aged 20-25 years as much as 46%, ages 25-30 years as much as 51%, ages 30-35 years as much as 3%. The first analysis is to conduct a validity test to find out the value of significance, from the results of the validity test known five variables are declared valid because all are at a number less than 0.05 or pearson correlation value ( $r$  count) above  $r$  table (0.1966) and it is known that cronbach's  $\alpha > 0.7$ . Furthermore, researchers conducted indicator tests using SmartPLS 3.0 software. Convergen Validity test results of all indicators have been more than 0.5 and can be done further tests. Data from the R-Square value table of visiting interest variables was influenced by digital destinatin, tourist attraction and homestay accomodation of 0.454 or 45.4%, and the variable of visiting decisions was influenced by digital destination variables, tourist attraction, homestay accomodation and visiting interest of 0.565 or 56.5%. Meanwhile, the other two mediation relationships showed no significant results. This means that the interest in visiting is only able to mediate between homestay accomodation and visiting decisions.

## **CONCLUSION**

In accordance with the purpose of this study is to analyze the impact of

relationships between variables, it is concluded that there is no significant impact on the results of the first hypothesis test, namely digital destinations on visiting interests, in the second hypothesis there is also no significant impact on the results of tourist attraction testing on visiting interests. Furthermore, in the third hypothesis there is a significant impact on homestay accommodation variables on visiting interests. The fourth hypothesis shows a significant impact on digital destinations on visitor decisions. Next did not show a significant impact on tourist attraction variables on visiting decisions. The sixth hypothesis shows a significant impact on the variable relationship of homestay accommodation to visiting decisions. The latter relationship shows a significant impact of visiting interest on visiting decisions.

Some things that need to be done by The Noto Wono Cooperative as a Manager in the Mangunan Forest Management Resort Area that first improves human resources because the manager from different educational backgrounds and receive criticism given by visitors to the regional manager so that in the future can run well then the manager provides information to various media so that tourists are interested in visiting the Mangunan Forest Management Resort area and conveying the actual information on the conditions in the Mangunan Forest Management Resort area. The manager is more updeat to social media so that access to tourist information does not have difficulty to find information mangunan Forest Management Resort area and more interesting promotions so that tourists are interested in visiting

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